



Jackson Downtown Development Authority

Board Meeting

Minutes

Thursday, May 8, 2025

8am, City Hall–10th Floor, Jackson, MI

“Empower the DDA District by encouraging a vibrant and diverse environment and creating memorable experiences that strengthen our local economy, support businesses and engage residents.”

I. Call to order, notation of members present

The meeting was called to order by **Chair J. Austin** at 8:08 a.m.

Members Present:

T. Loveberry, T. Christoff, S. Toler, M. Moore, K. Sharrer, J. Austin, F. Dancy, B. Johncox, S. Pienta, J. Butterfield, L. Janiak

Members Absent:

J. Webb, R. Wilkie

Staff Present:

B. Kuiper – DDA Executive Director

M. Evans – Event & Economic Sustainability Specialist

Staff Absent:

D. Wheeler – Grand River Farmers Market

City Manager Absent: J. Greene

II. Public Comments Presentation: None

Additional attendees: Joe Hawley, JTV

III. Regular Business

A. DDA Board Meeting Minutes, April 10, 2025 Meeting

Motion to approve: T. Christoff

Second: K. Sharrer

All ayes. Motion carried.

B. Acceptance of March 2025 Financials— B. Johncox reported that there are no significant changes at this time. The Executive Board is actively working on the budget and its presentation, and will continue to accept and incorporate feedback. Gift certificate funding remains on track.

Motion to approve: T. Loveberry

Second: K. Sharrer

All ayes. Motion carried.

C. City of Jackson Update – F. Dancy— No updates

IV. New Business

A. Accept 2025/26 Budget—3 year budget from last meeting.

Revenue: Projected revenue includes a 3% increase in property tax funding. Conversations with the City regarding their contribution are ongoing. The budget also reflects a 15% increase in sponsorships as outlined in the Strategic Plan. Additionally, \$40,000 is expected to be released this year to support the Gift Certificate program.

Expenses: On the expense side, a standard 3% increase has been applied to salaries and wages. The current budget does not allow for an increase in staff hours. Staffing for the year

includes two part-time employees at 30 hours per week. Hiring a full-time staff member would require additional funding beyond what is currently budgeted. A 3% increase is also applied to

general operational expenses. Sponsorship of the Gus Macker event and Social District related expenses have been removed from the budget.

Grants & Initiatives: There was discussion around the need to allocate funding for potential grant opportunities and future initiatives. To ensure readiness to support these efforts as they arise, \$15,000 has been budgeted for this purpose.

Comments: Per J. Austin, B. Kuiper would like to find a way to start a matching component to the Gift Certificate program. She is also looking into transitioning the program to an online platform, such as Gifty, to help reduce administrative costs.

Motion to approve 2025/2026 Budget: K. Sharrer

Second: S. Pienta

All ayes. Motion carried.

- B. L-4029 - Approve Millage— The Board discussed the expectations and responsibilities of the DDA, including the requirement to hold a public hearing as part of the budget approval process. B. Kuiper will schedule a special meeting to conduct the public hearing, including a board meeting for formal approval. Final budget approval is required by June 10.

- C. Gift Certificate Policy - Release of Funds

After 3 years: Write off 25% of the liability, After 4 years: Write off 50% of the liability, After 5 years: Write off 100% of the liability.

Motion to approve DDA – Gift Certificate Release of Funds Policy: T. Christoff

Second: L. Janiak

All ayes. Motion carried.

- D. JTV Contract—Same as last year

Motion to approve Contract: J. Butterfield

Second: T. Loveberry

All ayes. Motion carried.

- E. Front Door Microgrant - Application

Motion to approve Marketplace Manna Microgrant: T. Loveberry

Second: B. Johncox

All ayes. Motion carried.

- F. Volunteer Sign Up Request

May sign-up volunteers: S. Toler, S. Pienta, and L. Janiak

- G. DDA Director Scorecard— No questions

- H. Event Updates— The Charcuterie event is scheduled for next week with nearly 70 attendees registered. Planning continues for the Cruise-In and Concerts. Food Truck Tuesdays will return downtown, now managed independently by the Food Truck Committee, which has submitted a Special Event Application. The DDA's only responsibility will be to provide power for the events as needed.

V. Staff Report

- A. Director Report – Attached

VI. Board Member Announcements

- A. Member Announcements— None

VII. Future DDA Board Meetings

Board Meeting: June 12, 2025 (8a., City Hall – 10th Floor Conference Room)

Executive Committee Meeting: May 27, 2025 (10a, City Hall – 6th Floor)

VIII. Approval of Adjournment at 8:52 a.m.

Motion to Approve: K. Sharrer

Second: S. Pienta